

At KCMO-FM / Susquehanna Radio our commitment is to make our community a better place to live. This commitment is firm, and the cornerstone of our efforts is that of "localism". Local public service campaigns, local public affairs programming, local news coverage, and local music programming are the foundation of our community service.

Thank you in advance for reviewing this document. We are confident that our vision for local community involvement is passionate and set in place not out of obligation but out of our unwavering responsibility to serve our community.

KCMO-FM Local News

Morning news airs between 5-9 am every Monday through Friday. The focus is always on local stories. National headlines are presented to include how national news affects us locally. Here are some examples from 10-19-04:

- There is a deal on the table. Two Indian tribes and Gov. Kathleen Sebelius agreed to a deal that will allow a large casino in Wyandotte County. It will become a reality for our area after approval from the State and Department of Interior. Ascertained needs: minorities, Government, economy, and jobs

- The centers for disease control and prevention says there will be enough flu vaccine in the U.S. For the people who need it. Officials are reallocating vaccine supplies to make sure high-risk people, such as the elderly, young children and people in long-term care facilities, can get a shot. In our area, KU Medical Center canceled their long-standing drive thru Clinic for flu shots. However, The House of Hope & Healing at the World Revival Church campus and Frontline Ministries will be administering flu shots for high-risk individuals only. The House of Hope & Healing will administer the flu shot on Saturday, Oct. 23rd and Saturday, Oct. 30th from 9 am to 1 pm. The House is located at 9900 View High Drive in Kansas City, exit #5 off I-470. Ascertained needs: health, elderly, children

KCMO-FM Local Public Affairs

Public Affairs Programming "Close Up Kansas City" 7 -8 am Sunday

The show is a one-hour program that deals with local issues and concerns. Here are some examples from last quarter.

- Stewart Nelson from the Mid America Regional Council discussed the "Smart Moves" plan, designed to serve the elderly and people with disabilities and provides a fixed/flex system including accessible fixed route service with especially equipped buses.

- Ron Wite and Al Hupp, Attorneys at Law and Nissa Perry with the Greater Kansas City Chamber of Commerce talked about the new downtown arena and the effect it would have on the region.

- Chamber of Commerce members talked about the "power" program for minority businesses through the Greater Kansas City Chamber of Commerce. Karen Yarbrough and Vince Taibi discussed the upcoming Veterans Career Fair to help vets and their families with barriers to become self sufficient and successful in life. They will focus on families affected by the conflict in Iraq.

Selecting KCMO-FM Programming

Oldies 95 is live and local. We do not take any Monday through Friday syndicated shows. We only carry syndicated shows Saturday Night from 7 to midnight and Sunday morning from 8am to 10am. This allows our on-air talent to keep the Kansas City Metropolitan Area up-to-date on local happenings like news, traffic reports, weather and local sports information and scores.

Oldies 95 also airs school cancellations when severe weather hits the city. The station also lists school closings on our website, www.oldies95.com. Local major businesses that are closed because of weather will also get mentioned as well.

KCMO-FM Emergency Programming

Oldies 95 is the Local Primary Backup for the EAS in Kansas City. We are also a voluntary member of the Amber Alert System. When severe weather hits the area, such as tornados, the station breaks into normal programming with updates as needed from our on-air talent as well as from our sister station Talk Radio 710 KCMO. We do everything possible to assure the safety of the residents in the Kansas City Metropolitan Area. This also includes any city-wide disasters. If anything major hits our area we interrupt our programming and distribute the information as fast and accurately as possible.

KCMO-FM Community Responsive Programming

Public Service Director, Katey McGuckin, produces all Public Service Announcements. They are 20 seconds in length and each one centers on the community. We run well over 500 per quarter, 7 Monday to Friday, 5 on Saturday and 7 on Sunday. Examples from last quarter include:

- Stuff the bus: Drive to collect back to school supplies
- Community Blood Drive: The Center was dangerously low on blood this summer. We helped out with a get out and donate campaign. We asked donors to stop by and help.
- Oldies 95 teamed up with the Chiefs and their charities to sell newspaper to benefit all the charities.

KCMO-FM Music

Oldies 95 wants to serve the local listeners as best it can. This is why the station does a market perceptual during the year. This helps us find out the wants and needs of our listeners. KCMO-FM also gives listeners a chance to have a say in what music it plays. Local listeners are invited to participate twice per year in auditorium music tests. This helps Oldies 95 better super-serve their needs. The station will also team with and promote locals bands that provide entertainment at station events throughout the community.

KCMO-FM Community Activities:

"The Best of Dick Wilson and Company" airs every Saturday morning; hosts Dick Wilson and Katey McGuckin list local events for the weekend.

Dick and Katey host numerous Charity events:

- Northland Chamber of Commerce Teachers Awards
- Spellman Hospital Golf Classic
- Parks department fund raiser for the Northland
- Tee Off for Toes that benefited children through the Children's Miracle Network.

Oldies 95 Charitable Events for 2004:

Oldies 95 conducted or participated in the following charitable events in 2004:

Oldies 95 Shopping Spree Food Drive For Harvesters - Teamed up with a local grocer to host a series of shopping sprees for food donations to local chapter of Harvesters Food Bank.

Oldies 95 Stuffs the Bus with School Supplies for City Union Mission - Teamed up with local credit union and local grocer to collect school supplies for City Union Mission. All proceeds and donations benefit local homeless students.

Oldies 95 Bikes and Trikes for Tykes - Oldies 95 collects new and gently used

bicycles and tricycles for underprivileged kids in the KC metro. Gives are provided new or made like new bicycles for the holidays.

Oldies 95 Red Friday newspaper sales – Oldies 95 personalities sold special edition newspapers on busy metro street corners with the proceeds benefiting the Kansas City Chiefs Charities.

St. Luke's Northland Hospital Golf Tournament – Oldies 95s Dick Wilson donated his time on behalf of Oldies 95 to participate in this golf tournament to benefit St. Luke's Northland Hospital.

Oldies 95 American Heart Association Festival of Wines – Oldies 95 provided PSAs, on-air promotional support, Public Affairs programming, ticket giveaways, email blasts, web presence and on-air presence to drive traffic to this event and generate donations to the American Heart Association.

Salvation Army Radio Days – Oldies 95 personalities ring Salvation Army bells and have red kettles at events to help The Army reach its annual division goal of \$1,100,000.00

Salvation Army Donut Days – Oldies 95 hosted remotes at local Krispy Kreme donut stores and collected cash to benefit The Army to reach its annual division goal.

Oldies 95 morning show host Dick Wilson petitioned the city of Kansas City to change "Holmes Road" to "Priest Holmes Road" in honor of Kansas City Chief player Priest Holmes. The temporary street sign was later auctioned with the proceeds benefiting Priest Holmes charitable organization "Team Priest".

Oldies 95 teamed up with a local chapter of the Knights of Columbus and Wal-Mart and conducted a live remote broadcast to collect new fans and air conditioner units for the elderly.

Oldies 95 conducted a live remote broadcast at the T-bones game to drive traffic to the event. Proceeds benefited the Muscular Dystrophy Association.

Oldies 95 teamed up with Harrah's Casino to conduct a series of Health and Happiness Fairs. Elderly patrons could receive free bone density screenings, diabetes screenings, cholesterol screenings, etc. in a fun environment.

Oldies 95 conducted a winner's weekend giving away tickets and draw attention to a concert to benefit the St. Patrick's Day committee to help fund the country's 3rd largest St. Patrick's Day Parade that is run by the non-profit organization.

Oldies 95 Charitable Contributions for 2004:

Oldies 95 KCMO FM donated items such as CD cases, CDs, DVDs, golf balls, coasters, T-shirts and other items to the following organizations for their fundraising events:

Advertising Club of Kansas City

American Cancer Society

Cottonwood, Inc. (an organization serving individuals with developmental disabilities)

Della Lamb Community Services

MU Alumni Association – Kansas City Chapter

Kansas School of Librarians

Oak Park High School Band Parents Association

Pleasant Ridge Elementary PTA

Richmond Public Library

Rockhurst University (for United Way)

Saint Andrew the Apostle School

Salvation Army

Special Olympics / Kansas City Ski Club

Sweet Springs Optimist Club Bowling Bonanza Chair

Veterans of Foreign Wars of the United States

David E. Alpert
Market Manager
Susquehanna Kansas City